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REMARKS/ARGUMENTS

Reconsideration of this application is respectfully requested in view of the foregoing amendments and discussion presented herein.

1. Allowability of Claims 1-3 and 5-9.

The Applicant notes with appreciation the Examiner's determination that Claims 1-3 are allowable and that claims 5-9 would be allowable if rewritten to overcome the 112 rejection.

Applicant thanks Examiner for the suggestion to amend Claims 1 and 3, and Applicant has amended these claims accordingly.

2. Rejection of Claim 4.

Dependent Claim 4 has been rejected for ambiguity.

Claim 4 has been amended toward clarifying the claim. Claim 4 attempts to recite the use of another buried electrode layer (similar to the ground plane), such as a transparent one, which could be used for setting or resetting the optical state of large areas or a surface, such as summarized in paragraph [0017], for example erasing an area before writing to it using the electrode array which could be useful on some implementations (i.e., pitch of electrodes in electrode array are to sparse to reset/clear all the e-ink in their vicinity). In order to distinguish from the other electrodes this is termed an area electrode instead of trying to distringuish numerically.

Applicant is open to suggestion as to how to bring this aspect out with greater clarity.

Addition of Claims 10-12.

<u>Claim 10</u>. Dependent Claim 10 recites that the media is configured for establishing electrical contact on either side as described in the middle of paragraph

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[0018] in the specification.

Claim 11. Dependent Claim 11 recites that the media is configured for with additional marks for discerning position during printing, such as described at the start of paragraph [0019] in the specification.

Claim 12. Dependent Claim 12 depends from dependent Claim 4 and recites an implementation in which the area electrode is a transparent electrode grid, such as described in the middle of paragraph [0017] in the specification.

As each of these claims merely add additional limitations to an allowable base claim, wherein each should be a fortiori allowable.

4. Conclusion.

The amendment modifies, and/or adds, within the present application. Any changes to the specification are considered by the applicant to provide clarification while not adding new matter to the application. Each of these presently pending claims in this application are believed to be in immediate condition for allowance.

Respectfully submitted,

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